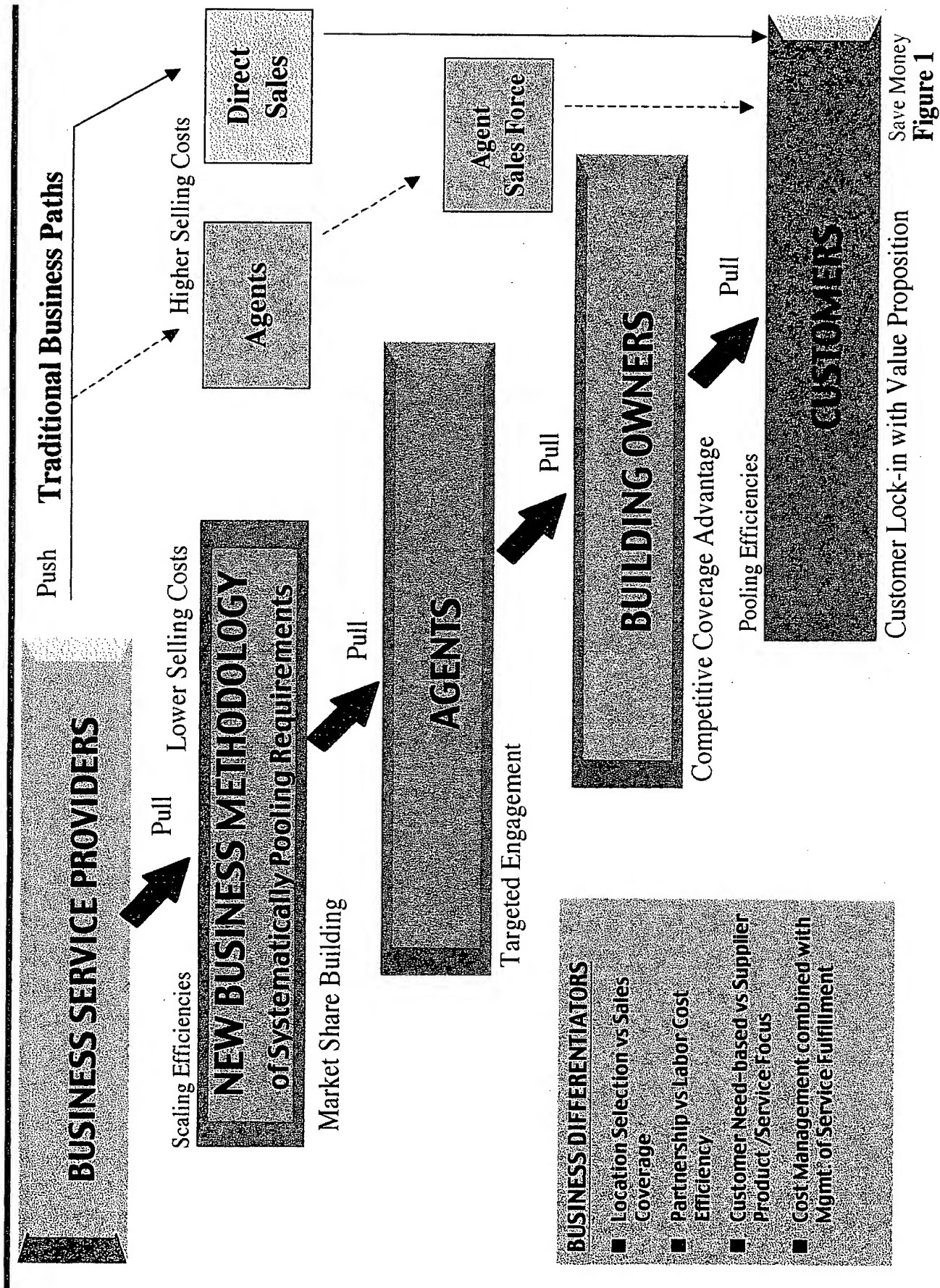


Business Methodology



Guiding Principles for Implementation

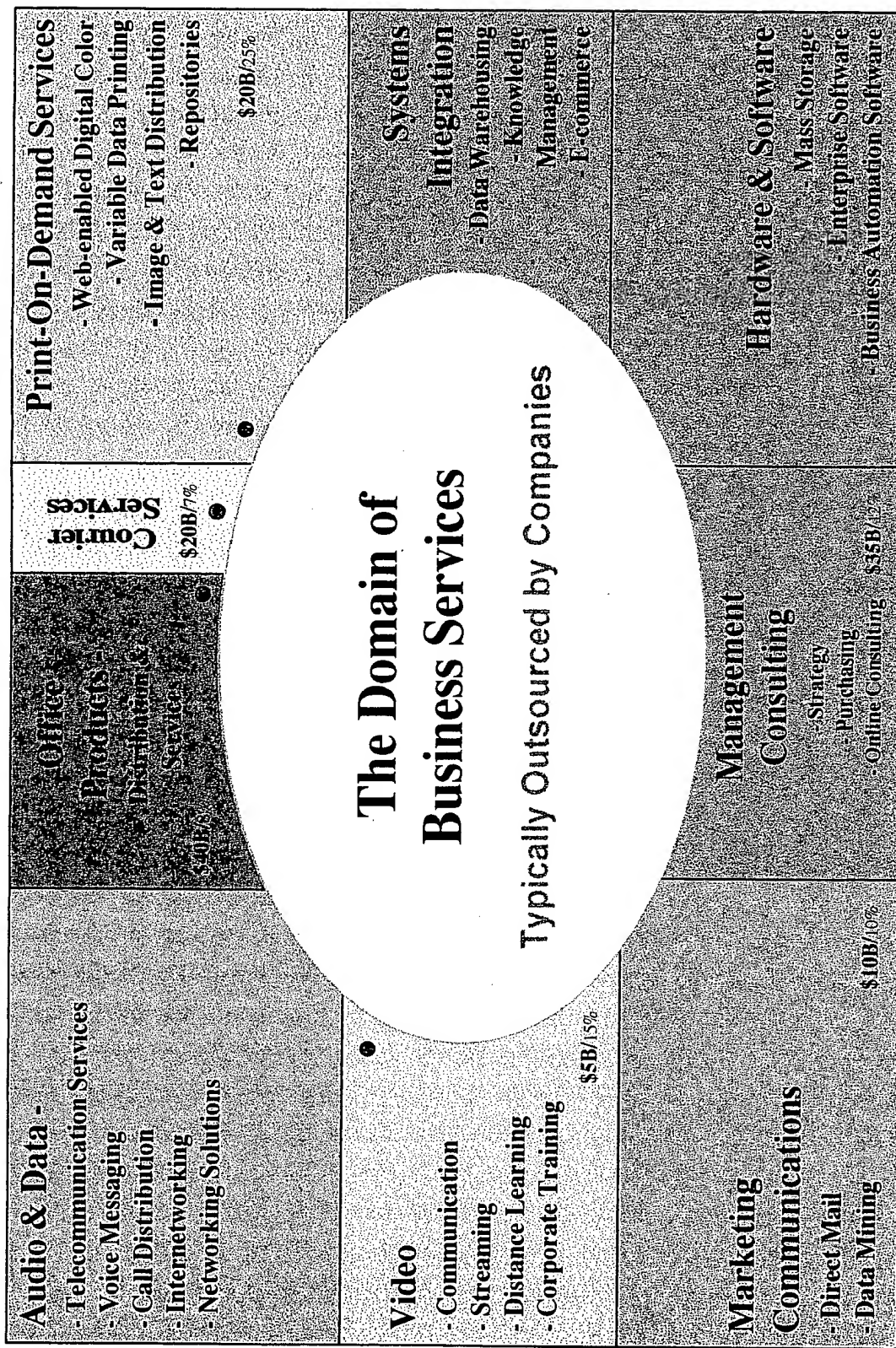
Processes for Supporting Business Methodology

Goals	Objectives	Guiding Principles
<ul style="list-style-type: none"> Best Service & Product Cost 	<ul style="list-style-type: none"> Targeted Engagement 100% Coverage at Location Low Cost Distribution Optimized Mix. 	<ul style="list-style-type: none"> Best cost from innovative service providers that deliver the best set of benefits to customers Service quality & speed of delivery
<ul style="list-style-type: none"> Best Customer Value for Portfolio 	<ul style="list-style-type: none"> Improved Customer Economics Horizontal Linkages Customization/Personalization Enhanced Customer Interfaces 	<ul style="list-style-type: none"> Optimized portfolio of services for customized productivity delivery Dedicated and committed employees Added value to customers
<ul style="list-style-type: none"> Best Total System Performance 	<ul style="list-style-type: none"> Bundles via Alliances Harmonized Complex Interfaces Improved & Integrated Enabling Rapid Evolution 	<ul style="list-style-type: none"> Unique system architecture with online analytics and seamless integration with service providers Simple interfaces, fast and effortless

Figure 2

Knowledge Services Domain

E-Services Portal



- Market Size/Growth Rate

Source: Dataquest/Gartner Group/Forrester/McKinsey

Total Market Size (excl. IT & Telco) : \$130B

● - Initial Services

Figure 3

Market Sizing

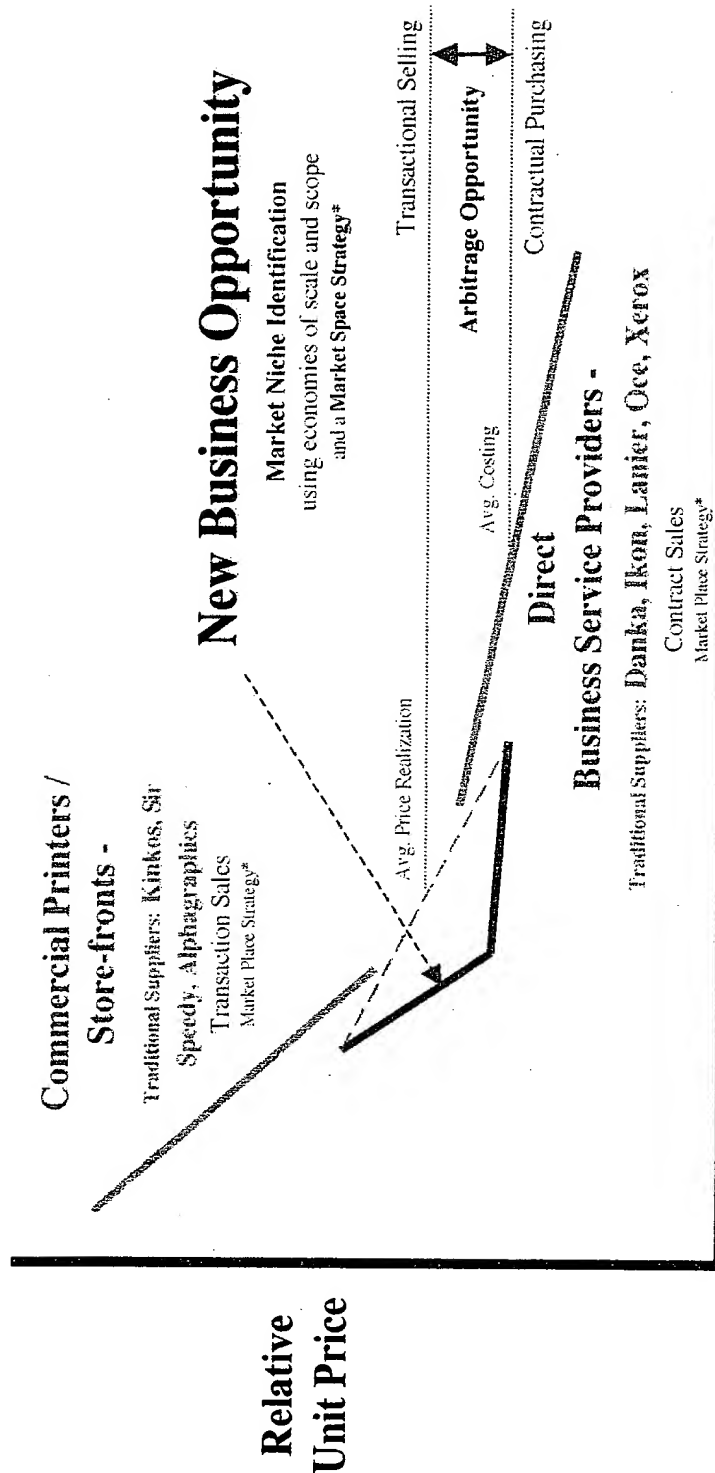
Market Sizing		
<i>Knowledge Services = Document Print on Demand, Office Supplies, Courier Services, Video Conferencing, Management Consulting, Marketing Communication</i>		
Total US Commercial Office Building Floor Space (M sq. ft. in 0.7M buildings)	Source=BOMA	10500
Number of Buildings Targeted for Market	Large Office Buildings belonging to REITs	2000
Avg. Floor Space of Target Building (sq. ft.)		400000
Total Office Building Floor Space Targeted (M sq. ft.)		800
Percentage of All Office Building Floor Space Targeted		7.6%
Avg. Floor Space Occupied per Office Building Occupant (sq. ft.)	Source=BOMA	275
Percentage of Knowledge Workers in Office Building Population		80%
Number of Knowledge Workers in Target Market (M)		2.3
Total US Knowledge Worker Population out of 90M in non-agriculture (M)	Source=Bureau of Labor	72
Percentage of Knowledge Worker Population Targeted		3.2%
Market Size for Select Knowledge Services (\$M)	Source=Dataquest, Gartner Group, Forrester, McKinsey	130000
Potential Consumption of Related Knowledge Services of Target Market (For Select Knowledge Services Proportionate to Targeted Population - \$M)		4202
Market Sizing @ 30% of Total Consumption Potential being Outsourced (\$M)	Source=Outsourcing Institute	1261

Mix of Services for Offering via Portal

- " Based on Overall Usage Trends - evolutionary with changing usage patterns
- " Based on Operationally Efficient Service Providers - dependent upon best in class
- " Based on Strategic Partnering with Customers & Suppliers
- " Based on Relationships built on in-depth Business Knowledge & Expertise
- " Based on Productivity Delivery, Mutual Growth & Success - true business partnership

Market Niche Identification Methodology

Web-enabled Digital Print on Demand

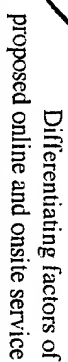


Note:

* Market Place Strategy implies the need for a physical location, a physical exchange of material and a physical/face-to-face contact as the primary means of engaging in a service exchange, whereas a Market Space strategy separates the content, from the context and/or the infrastructure and allows the service exchange to be conducted without physical contact, or in other words the service order-taking and delivery/fulfillment can be done online.

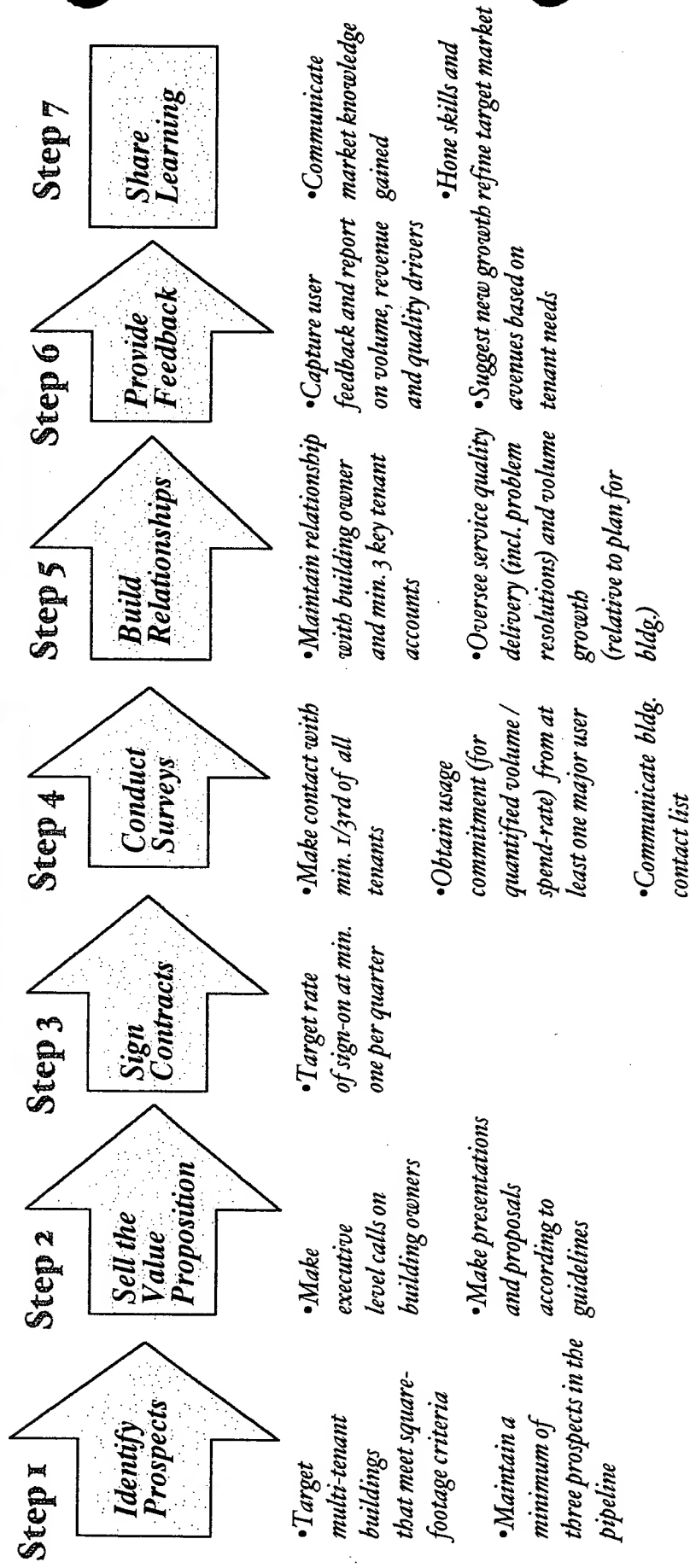
Figure 5

Value Curve

[illegible]

Customer Engagement Process

7 STEP PROCESS



GEOGRAPHIC Exclusivity Business Owner to Building Owner SIMPLE Entry Mechanism ELECTRONIC Email/Personal Monthly Contacts WEB ENABLED Calls BUILD UP Reporting SPEED

Figure 7

Process of Data Flow

Operational Detail

- (demonstration of concept of 'web job submission' - example used here is for digital print-on-demand services fulfillment)

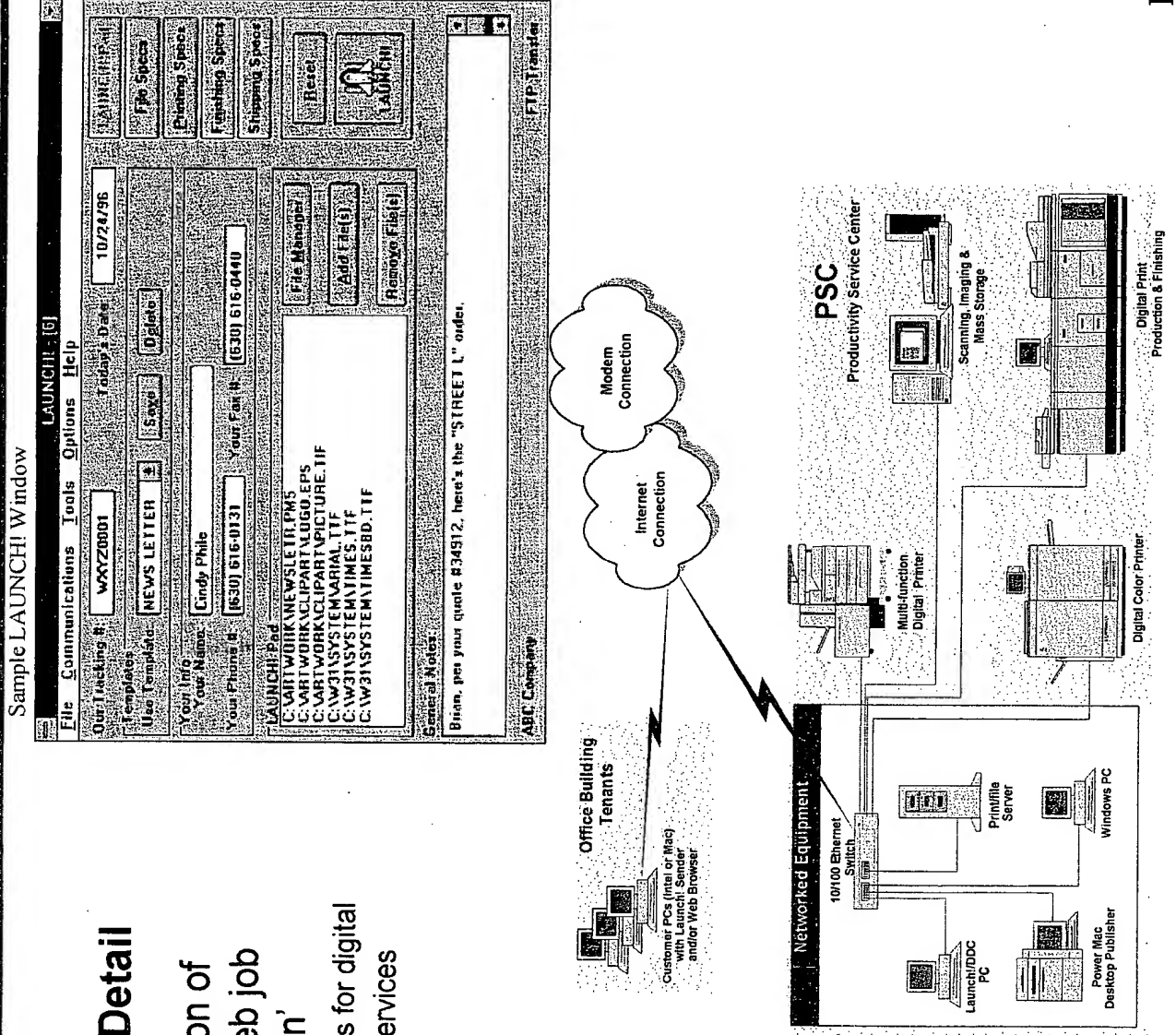


Figure 8

Web Connectivity Design Criteria [1 of 2]

- n Multi-location, multi-service, online & onsite business service outsourcing - driven by fulfillment speed / responsiveness / job-status-updates / cost-management approach
- n Web-based, flexible, based on scaleable technologies (application server and relational back-end database - that allows for data mining)
 - **Customization & Personalization - "On-line Analytics / Portfolio-management Style / Advice & Feedback"**
- n To support the order, billing, fulfillment, and reporting processes
- Objectives
 - Order entry and automated status feedback
 - Tracking and trending including on-line reporting
 - On-line billing (consolidated or customer-division-wise) and on-line payment
 - Capturing of preferences for new services / customer feedback / levels of service desired / customer satisfaction
 - Tracking of direct billing of services / flow-through items
- Routing of orders to appropriate location / routing to suppliers (limited)
- Internal costing for management/control by location, service stream, customer, user
- Links to e-commerce sites with integration for order processing, tracking, trending, reporting and payment

Figure 9

